

Applicant Submission

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B&A PLANNING GROUP
600, 215 - 9 Avenue SW
Calgary, AB | T2P 1K3
bapg.ca



Applicant's Submission

On behalf of Go Auto Group, B&A Planning Group has submitted a Land Use Redesignation Application to redesignate ~4.301 ha (10.63 ac) located at 2505 Country Hills Boulevard NE (Plan 0713041; Block 1; Lot 1) within Stoney 2 community from Commercial -Corridor 2 District (C-COR2) and Commercial – Corridor 3 District (C-COR3) to Industrial – Commercial District (I-C).

Although under single Title, the site is currently split zoned with C-COR2 on the east half and C-COR3 on the west half. Although both districts allow for vehicle sales, the C-COR2 zoning does not allow for RV sales and neither district allows for RV servicing.

The purpose of the application is to allow a single land use district that will facilitate a dealership that includes vehicle sales and service as well as RV sales and service. The intent is to enable the construction of a single dealership that will sell and service both RVs and personal vehicles.

Go Auto Group has 50 dealerships selling 22 different brands and is one of Canada' largest dealership networks. On this site they would like to combine the sale of vehicles and RVs, like one of their dealerships in Edmonton, which has been proven to be more efficiently run under one roof.

The segment of Country Hills Boulevard NE between Deerfoot Trail and Barlow Trail NE include a total of five auto dealerships. The proposed land use is compatible with those businesses found on surrounding parcels.

The immediate area has already proven supportive of auto dealerships with business synergies that help attract customers to various brands within one consolidated area. This provides auto customers with added convenience by having a variety of shopping options within close proximity limiting travel distance between dealerships.

The proposed land use district can also be found on parcels of land to the immediate north and northeast and is deemed an appropriate designation suitable for a Business / Industrial Area in accordance with the ASP Land Use Concept.

As the land use is consistent with the general land uses identified in the Northeast Industrial ASP, is consistent with surrounding land use designation and will provide uses that are in high demand within the surrounding area, we respectfully request Council's support of the application.